

Amendments to the Claims

1. (Original) Software for operating a distributor organization of a product supplier to provide for sales of a product supplier product by distributors of the product supplier product comprising:

a) website software applications for operating a domain server under control of the product supplier to provide a plurality of subdomain websites for distributors to offer sales of product supplier product to consumers;

b) business software applications for providing business functionalities including:

i) managing distributor transactions between the product supplier and the distributor,

ii) managing consumer transactions between the distributor and the consumer, and

iii) managing order fulfillment transactions between the consumer and the product supplier; and

c) the website software applications and the business software applications being interconnected whereby the product supplier may accept and fulfill sales orders from consumers placed through the subdomain websites.

2. (Original) The software of Claim 1 wherein: the distributor transactions include enabling a distributor to request commission payment through a subdomain website.

3. (Original) The software of Claim 1 wherein: the website software enables a distributor to modify a subdomain website assigned to the distributor.

4. (Original) A system for operating a distributor organization of a product supplier to provide for sales of a product supplier product by distributors of the product supplier product comprising:

a) a domain server under control of the product supplier providing a plurality of subdomain websites for distributors to offer sales of product supplier product to consumers;

b) a computer under control of the product supplier having applications for providing:

i) distributor transactions between the product supplier and the distributor,

ii) consumer transactions between the distributor and the consumer, and

iii) order fulfillment transactions between the consumer and the product supplier; and

c) the domain server and the computer being interconnected whereby the product supplier may accept and fulfill sales orders from consumers placed through the subdomain websites.

5. (Original) The system of Claim 4 wherein: the distributor transactions include maintaining a database of distributor identifier information.

6. (Original) The system of Claim 4 wherein: the domain server provides means for a distributor to modify a subdomain website assigned to the distributor.

7. (Original) The system of Claim 4 wherein: the distributor transactions include maintaining a listing of distributor sales made and commissions earned through the subdomain websites.

8. (Original) The system of Claim 4 wherein: the distributor transactions include enabling distributors to request commission payments through the subdomain websites.

9. (Original) The system of Claim 4 wherein: the order fulfillment transactions include accepting consumer orders placed through the subdomain website, verifying customer payment and notifying a product supplier shipping department that the consumer order is to be shipped.

Claims 10-23 (Canceled)

24. (New) The system of Claim 4, wherein the distributor transactions comprise receiving distributor identification details and maintaining a database of the distributor identification details.

25. (New) The system of Claim 4, wherein the distributor transactions comprise providing a distributor with a modifiable personal web site and enabling the distributor to make at least one of changes or additions to the modifiable website.

26. (New) The system of Claim 4, wherein the order fulfillment transactions comprise receiving orders for product supplier products and payment for the orders through the subdomain websites and maintaining records of the orders.

27. (New) The system of Claim 4, wherein the order fulfillment transactions comprise receiving consumer instructions with respect to order fulfillment of a consumer order by the product supplier.

27. (New) The system of Claim 4, wherein one of the distributors establishes one of the plurality of subdomain websites for taking consumer orders of the product supplier product, fulfilling the consumer orders placed through the modified websites by the product supplier, and tracking orders and commissions of the distributor.

28. (New) The system of Claim 27, wherein the one of the distributors can modify a template of product supplier products offered on the one of the plurality of subdomain websites.

29. (New) The system of Claim 27, wherein the one of the distributors can modify the one of the plurality of subdomain websites to individualize promotional copy, add additional distributor product offerings, and select product supplier product markups.

30. (New) The system of Claim 27 wherein the one of the distributors can view customer orders and commissions and submit commission payment requests to the product supplier at a secure area of the one of the plurality of subdomain websites.

31. (New) The system of Claim 4 wherein the order fulfillment transactions comprise applying a tracking number to each of the sales orders and each of the consumers are notified of the tracking number.

32. (New) The system of Claim 4 wherein the order fulfillment transactions comprise receiving consumer payment information, and verification of the consumer payment information is provided to the product supplier.

33. (New) The system of Claim 4 wherein the order fulfillment transactions comprise listing a shipping status of each of the sales orders.

34. (New) The system of Claim 7 whereby the product supplier can set dollar amount limits or payment frequency limits, or both, on commission payment requests of the distributors.